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AMSTERDAM, THE NETHERLANDS AND BOSTON, UNITED STATES | 26 MAY 2015



**A New Generation** in Strategic Advisory

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## ICA's FDIexecutive™ Seminar Series comes to North America

ICA is pleased to announce the launch of its upcoming FDIexecutive™ Seminar this year in North America. In addition to our ongoing Business Attraction and FDI training academy for IPA, EDC, and EDO staff, we are launching a series of high level and high-profile sessions across the globe specifically aimed at leaders in the Business Attraction and, investment promotion, economic development and policy making. We draw on our corporate track record in managing global corporate Business Attraction and FDI projects; advising numerous governments on competitiveness, Business Attraction and FDI attraction strategies and incentive policies; hands-on corporate site selection knowledge as well as our keynote speeches and panels at numerous past Business Attraction and FDI events.

We will cover some of today's critical topics, including:

- Current and Emerging Trends in FDI:
- New Sources of FDI; What is Reshoring Really, and How Can We Make The Most of it?
- Successful Lead Generation Strategies and FDI Attraction
- Incorporating FDI into other Economic Development Activities
- Business Attraction and FDI Incentives and Location Competitiveness
- How to Identify and Tap into Global Value Chains
- Managing and Funding your Business Attraction Organization
- Addressing pressing Organizational Challenges
- Discussions on Innovative Investor Attraction Strategies

**Your input is very much appreciated!**

If you are interested in discovering the latest practices in the dynamic world of Business Attraction and FDI, please contact Ms. Marijn Lashkari at [marijn@ic-associates.com](mailto:marijn@ic-associates.com) or +31 20 217 0115. Please indicate:

- Your registration for our event in Chicago on November 19 and 20, 2015; and
- Which additional topics you would like to be addressed during the seminar.

We look forward to hearing from you!

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## About Investment Consulting Associates (ICA)

[Investment Consulting Associates](#) (ICA) is a global management advisory firm specializing in corporate location strategy, Supply Chain Management, incentive management and advisory, SEZ development, economic development strategies, and FDI advisory. We provide customized, effective solutions to our clients' needs through a combination of consulting and state of the art software tools and databases. Our global team of multi-disciplinary professionals has worked on numerous projects in all continents of the world either on behalf of our growing list of corporate clients or as strategic advisor to governmental organizations.

For more information, please contact ICA at:

P: +31 20 217 0115

E: [info@ic-associates.com](mailto:info@ic-associates.com)

W: [www.ic-associates.com](http://www.ic-associates.com)



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